

**The 2005 Twelfth Annual
CIS and Eastern Europe
Business Forum**

focusing on

Success in the CIS

and

Eastern Europe

Friday, October 28, 2005

8:00 am to 6:30 pm

Saturday, October 29, 2005

8:30 am to 1:00 pm

and

Pre-conference Reception

Thursday, October 27, 2005

7:30 pm

**At The Hilton Tucson East,
7600 East Broadway Boulevard,
Tucson, Arizona**

**Organized by The University of Arizona
Department of Russian and Slavic Studies**

SUCCESS IN THE CIS & EASTERN EUROPE

This symposium is designed for those who are planning to do business in countries of the former Soviet Union and Eastern Europe or who are currently doing business there. The program includes case studies of successful businesses, presentations on support programs available, and analyses of current legal, political, cultural, and economic issues.

Friday, October 28, 2005

Session 1. US Government support. A panel of US government representatives will provide information about a variety of valuable programs:

US Department of Commerce, BISNIS (Business Information Service for the CIS). BISNIS provides an assessment of business opportunities as well as information on the latest regulations and legislation in the CIS.

US Department of Commerce, SABIT (Special American Business Internship Training Program). SABIT is the internship program for CIS managers to train here in the US to work for your business in the CIS.

US Department of Energy, NCI (Nuclear Cities Initiative) represented by Regina Carter, Federal Manager for Cross City Implementation, and Vladimir Rogachev, Deputy Director of RFNC-VNIIEF and Director of the International Relations Department. Mrs. Carter is responsible for oversight and coordination of NCI project implementation in the closed cities. Mr. Rogachev is in charge of all aspects of international activities of the largest Russian institution. In addition, he is the president of SarovLabs - a Scientific Services and Engineering Solutions company established under NCI.

NCI assists Russia in downsizing its WMD complexes through worker transition assistance and activities that create civilian opportunities for the displaced workforce. NCI maximizes nonproliferation benefits by partnering Western and Russian business. The program has leveraged over \$63 million in non-USG funding, and developed and expanded 26 businesses in Russia's nuclear cities, creating 1,600 civilian jobs for weapons personnel there.

US Industry Coalition (USIC). Founded in 1994, USIC is a non-profit association of American companies who are active partners in our nation's long-term nonproliferation efforts with the former Soviet Union. USIC acts as the commercialization agent for Initiatives for Proliferation Prevention (IPP), a program sponsored by the National Nuclear Security Administration of the US Department of Energy. IPP supports development of non-military technologies and the creation of long-term jobs in the high-tech commercial marketplace for scientists and engineers in the Russian Federation, Ukraine and Kazakhstan.

Session 2. CIS and Eastern Europe Business Opportunities. Presentations will be given by:

Fikret Pashayev, PhD, Economic Counselor at the Embassy of the Republic of Azerbaijan in the US. For the last decade Azerbaijan has made remarkable achievements in developing a market economy, implementing economic reforms and attracting foreign investment. The recent inauguration of the Baku-Tbilisi-Ceyhan oil exportation pipeline will substantially increase the supply of Azerbaijani and Caspian oil to the world markets, making the country indeed an energy and transportation hub in the region. Dr. Pashayev will speak about economic development in Azerbaijan. He will focus on business and investment opportunities, the government's successful oil strategy, and the development of a non-oil sector of the economy.

Vladimir Mironovich, PhD, Trade & Economic Counselor of the Embassy of Belarus to the US. Before embarking on a diplomatic career at the Ministry of Foreign Affairs of Belarus, Dr. Mironovich held several high-level positions at the Ministry of Economy, Council of Ministers of the Republic of Belarus. He is one of the authors of the *Investment Guide for Belarus*. Dr. Mironovich will speak about investment and business opportunities in Belarus, the economic environment, government incentives for investors, free economic zones, and international partnerships in the field of innovation activity and technology transfer including possible cooperation between developers, users of knowledge-based technologies, and potential investors.

Yevgen V. Burkat, Chief of the Trade and Economic Mission of Ukraine in Washington, DC. His field of expertise is trade policy and trade law, bi- and multilateral trade agreements, economic analysis and simulation. Mr. Burkat will discuss business opportunities in Ukraine in the current political and economic climate. The most promising sectors for US investment in Ukraine include: food industry (including agribusiness), energy, information technology, health care, transportation, environmental technologies, tourism services, building materials, and consumer goods.

Pietro Lucian Pavoni, Consul General of the Romanian Consulate General in New York, oversees the development of Romanian-American business relationships at the level of private companies (as opposed to inter-government). This includes traditional trade (export-import), investments, involvement in the financial markets, technology transfer, technical assistance, and outsourcing. Mr. Pavoni will discuss current trade and investment opportunities in the Romanian market. He will give an overview of the Romanian economy, success stories and investment strategies, and discuss Romania's membership in the EU--advantages and caveats for American investors.

Yuri Sigov, PhD, US Bureau Chief of *Business People* ("Delovye Lyudy") business magazine from Moscow, Russia. Previously, Mr. Sigov worked as a spokesman for the UN peacekeeping operation mission in South Africa, Namibia, and Angola. During his professional career, he worked as a foreign correspondent and bureau chief of "Moscow News" in London, Hong Kong, and Washington, DC. During 1988-1991, he was the foreign editor of "Argumenty and Facts" in Moscow, the largest weekly in the world with a circulation of 33 million copies. In 1992, Mr. Sigov was a Fellow of Reuters News Agency

program writing international news in London and Hong Kong. He is author of several books and numerous articles in the leading newspapers and magazines of more than 50 countries. His presentation "The media and business opportunities in CIS countries" will cover the work of business media in CIS countries and Russia, opportunities for US businesses to cooperate with the local and centrally-based media in CIS countries, and analysis of the media coverage of the US in CIS countries (Russia and Central Asia).

Session 3. Case Studies. Technology Transfer. Presentations will be given by:

Trevor Gunn, PhD, Director, Intl Relations and Project Management, East Europe/Emerging Markets, Medtronic, Inc, Washington, DC and Adjunct Professor, CERES, School of Foreign Service, Georgetown University. Dr. Gunn was formerly the director of the US Department of Commerce, BISNIS. Medtronic is the world leader in medical technology, providing lifelong solutions for people with chronic disease. It offers products, therapies and services that enhance or extend the lives of millions of people. Each year, 5 million patients benefit from Medtronic's technology, used to treat conditions such as diabetes, heart disease, neurological disorders, and vascular illnesses. The title of his presentation is "Medical Technology in Emerging Economies: A Focus on Medtronic and Its Vision for Eurasia."

Igor Matveev, PhD, President and CEO, Applied Plasma Technologies (APT). APT was incorporated in Falls Church, Virginia at the end of 2003 as a research and development company. APT activities were initially focused on establishing an international cooperation with former military scientists in Russia and Ukraine. Plasma-assisted combustion (PAC) was selected as the primary field of interest because the major team members had two decades of intensive expertise in this area, and, historically, the former Soviet Union (SU) plasma physicists had world-leadership positions in this field. Currently, APT has cooperative product-development and marketing agreements with several Russian and Ukrainian enterprises and scientific centers. Such an international triangle develops a wide variety of plasma generators and plasma based systems for ignition and flame control in industrial and aircraft engines, surface treatment, environmental control, hydrogen generation, energy transmission, etc. Dr. Matveev is a co-founder of APT and former defense scientist from Ukraine. He was the world's first to develop and start serial manufacturing of the plasma ignition systems for marine and industrial turbines. He will focus on: HighTech International Cooperation of the Former SU Defense Scientists.

Bill Washburn, President, Foodpro International, Inc., a consulting engineering firm that offers a complete range of services to the food industry from concept development through the start-up of new or expanded operation. Founded in 1974, Foodpro has completed more than 360 projects in 36 countries. Internationally, its personnel have specialized in working in developing countries. With extensive work in Russia and the NIS, the firm is in a good position to monitor change in the food industry. Mr. Washburn will share his views about "Doing the Right Things vs. Doing Things Right," some of the recent dramatic changes, and just how to survive and profit by doing business in this exciting part of the world.

Bill McNeil, Manager of the BusinessMAP Software Division for ESRI, the world's largest GIS or digital mapping company. For the past 10 years his division has been exclusively using Russian programmers to create consumer software. To date over 160,000 copies of BusinessMAP software has been shipped through such retail stores as CompUSA, Micro Center, and Fry's. His division currently outsources development work to companies in Novosibirsk, Taganrog, Penza, and Moscow. He will focus on methods for building effective software development teams in Russia, advantages and disadvantages of outsourcing work to Russian developers, and how he believes Russian programmers compare to Indian developers.

Todd Dunivan, Principal Member of Laboratory Staff, Sandia National Laboratories. Sandia National Laboratories is managed by Lockheed Martin for the US Department of Energy's National Nuclear Security Administration. Sandia has been in operation since 1949, applying technology solutions to national and global threats to peace and freedom. Within the International Security Programs Center of Sandia, Mr. Dunivan is employed as an International Business Planning Strategist. He formerly served as the team leader for Sandia's international procurement group, where he led multi-million dollar US national security contract negotiations around the world. He is a member of the Academy of International Business. His topic: "International Security Collaboration in the Former Soviet Union and Eastern Europe"

Gregory E. Vaksman, PhD, President of Aerosvit Cargo, Ukrstandard-USA, Ltd. and Impresa Ltd.. Aerosvit Cargo is the General Cargo Agency for Ukraine's Aerosvit Airlines which offers direct nine-hour flights between New York and Kyiv five times per week and service to Russia, Georgia, Armenia, Azerbaijan, Tajikistan, Uzbekistan, India, China, Thailand, Israel, and other countries. Ukrstandard-USA, Ltd. assists in preparing a full package of needed documents for US exporters. Ukrstandard-USA, Ltd. assists with certifications and license for US exported products to Ukraine. Impresa Ltd. is an investment and real estate group active in Ukraine. Aerosvit Cargo is a member of the Ukraine- US Business Council and the American Chamber of Commerce. The theme of his presentation is "Ukraine is a more interesting and attractive market for US investors than in previous years."

Susan Eliasberg, Vice President of Marketing and Public Relations for the US-based Omni Communications, Inc. She has more than 20 years of marketing and public relations experience working with executives in the public, private, non-profit, and academic sectors to maximize opportunities and create strategic alliances. Omni's vision is to provide sustainable telecommunication programs to facilitate affordable universal access to ICT. Currently, Omni is developing a program to create a virtual highway between the US and emerging markets around the world where Azerbaijan will be used as one of the HUB gateway locations, to provide a range of services including distance education, telemedicine, e-commerce, e-government, research and development, and e-law. Ms. Eliasberg will speak about: "The SMART Region/GUUAM Region International Collaboration Program."

Session 4 . Business Travel

Natalie Azarov, President, American Educational Processing Center Inc.(AEPC) and Cinderella Travel Corp.(CT). Both companies were established in 1995 with the object of providing corporate as well as leisure travel services. AEPC Inc. specializes in arranging business trips to the United States for businessmen and businesswomen from Russia. AEPC Inc. is responsible for introducing company representatives and executives from more than 250 corporations to innovative technologies, state of the art equipment as well as to American management practices. Most of the business is conducted with the construction, engineering, oil and gas production, hotel/motel, franchise management industries, as well as regional governments. Cinderella Travel Corp. specializes in travel arrangements to all CIS countries, including visas, air tickets, accommodations, tours, translations as well as all other travel services. It is a fully accredited company which conducts business with numerous embassies, in particular Russia, Ukraine, Belarus, Azerbaijan, Moldova, Kazakhstan and many more. Cinderella travel is the official representative of AZAL-Azerbaijan Airlines, Aerosvit, Aeroflot, and Uzbekistan Airways. Mrs. Azarov will talk about the services which have been provided, past and present, for Russian companies who take part in exhibits here in the US and similar services offered in Russia, which include interesting cultural programs to incorporate with the professional ones.

Yuri Sarapkin, Executive Vice-President of RBTA, Full Member of the National Academy of Tourism, a co-editor of the only Russian trade magazine "Business Travel." RBTA is the only Russia based trade association and expert authority for those involved in creating, promoting, marketing, shaping business travel and MICE (Meetings, Incentives, Conferences, Exhibitions) industry in Russia and NIS. One of our core priorities is to monitor and research the Russian business market and its paramount constituent--business travel, perform business and trade consulting and also improve business education. Our special interest is to match Russian and foreign, specifically American, business partners in different fields. RBTA is cooperating with the US Commercial Service, promotes American Chamber of Commerce, BISNIS, SABIT, OPIC activities in Russia. Mr. Sarapkin will focus on business travel, present-day tendencies of Russian MICE industry and international cooperation in that field.

Session 5. Legal reforms and challenges in CIS and Eastern Europe

Tim C. Bruinsma, Partner and Head of the International Practice Group in the Los Angeles office of Fulbright & Jaworski, LLP. As a transactional business attorney, Mr. Bruinsma provides legal representation in connection with mergers and acquisitions, corporate governance, commercial transactions, and project finance, with an emphasis on international transactions. His expertise includes representation in connection with distribution and license agreements and development, supply and requirements contracts in Europe, Asia, Turkey, Central and South America, as well as establishment of offshore corporate structures to facilitate global transactions. He has special expertise in representing clients in transactions involving developing countries such as Russia and the

CIS, China and African countries. Mr. Bruinsma will focus on new opportunities for project finance in Russia and the CIS.

Alex Schay, Partner, Frishberg & Partners, North American Office. Licensed to advise on privatization matters by the Ukrainian State Property Fund, Frishberg & Partners is the oldest law firm with foreign ownership based in Kiev, Ukraine. Frishberg & Partners provides the following services: mergers and acquisitions (including due diligence, structuring acquisition of controlling shares of stock and negotiating strategies as well as documenting the transfer of ownership) and legal advice on Ukrainian business laws (including acquisition of apartments and buildings, joint venture formation, currency regulations, taxation, and labor practices). Mr. Schay will describe Ukraine's legal and investment climate.

Session 6. Investment and Finance. Presentations will be given by:

Kendrick White, Director of the Central Russia Regional Venture Fund for Quadriga Capital Russia GmbH & Co.KG, an EBRD-financed venture-investing equity capital fund, focused on investing equity capital into the reorganization and expansion of regional medium-sized Russian enterprises. Mr. White oversees an investment team of three professionals covering central Russia and is based full time in the city of Nizhny Novgorod, Russia. He will focus on: "Successful examples of venture investments into Russian enterprises".

Emmett McLoughlin, President, Fair Winds Trading Company, has been a licensed Arizona Real Estate Broker for 30 years. His specialty is commercial investments. He will report on his recent trip to Kazakhstan, the East of Germany, and the West of Poland.

Saturday, October 29, 2005

Session 6. Investment and Finance . (Continuing.) Presentations will be given by:

William Edwards, President of Edwards Global Services, Inc. (EGS), a consulting firm that helps small to mid-sized companies "Go International". William Edwards has 30 years of successful international operations, development, executive and entrepreneurial experience in the oil and gas, information technology, management consulting and licensing sectors. He has lived in China, the Czech Republic, Hong Kong, Indonesia, Iran, Turkey and the US. He has worked on projects in 62 international markets and has personally directed projects on-site in Alaska, Asia, Eastern Europe and the Near East. The topic of his presentation is: "A Comparison of CIS and OECD Countries as Places to Do Business"

Thomas Novak, Director of US Operations-West, CzechInvest-- the Investment and Business Development Agency of the Czech Republic. CzechInvest is an agency of the Czech Republic Ministry of Industry and Trade. Established in 1992, the agency contributes to attracting foreign investment and developing domestic companies through its services and

development programs. CzechInvest promotes the Czech Republic abroad and acts as an intermediary between the EU and small- and medium-size enterprises in implementing structural funds. Mr. Novak will describe the investment climate in the Czech Republic.

Steven L. Johnston, Senior Investment Insurance Officer with the Overseas Private Investment Corporation (OPIC) in Washington, DC. OPIC, one of the most experienced political risk insurers, has reserves exceeding \$4 billion and can insure up to \$250 million per project. It offers political risk insurance coverage for equity investments, parent company and third-party loans and loan guaranties, technical assistance agreements, cross-border leases, capital markets transactions, contractors' and exporters' exposures, and other forms of investment. OPIC, a US government agency, offers special insurance programs for small businesses, infrastructure development, financial institutions, and natural resources, oil and gas projects. Mr. Johnston will discuss how OPIC can help investors assess and mitigate the political risks associated with investments in the CIS and Eastern Europe. He will also describe OPIC's Small Business Center and its programs tailored specifically for US small businesses.

Alex Dely, founder and President of the TTT Inc, Holding Group, which structures/finances small- and medium-scale energy, environment, construction and food processing projects in the US and 14 countries in Europe, Africa, and Asia, financing from internal TTT funds as well as multilateral and private financial institutions on three continents. Mr. Dely has been an associate professor and visiting scholar at four major colleges/universities, and has co-founded close to 30 US/international technology-based joint ventures in the past 15 years. He also has concluded numerous technology transfer and licensing agreements. Mr. Dely's activities in the former Soviet Union and Central/Southeast Europe are structured via TTT subsidiaries in Russia, Bulgaria and Croatia, with active projects ranging from industrial park development to energy cogeneration, small hydro plants, and fruit/vegetable and meat processing plants. He will focus on "Financing Small- and Medium-size Energy, Environment, Construction, and Food processing Infrastructure Projects".

Session 7. Discussion and Marketing led by

Emmett McLoughlin, President of the Fair Winds Trading Company, has had more than two decades of marketing experience in Germany, Georgia, Kazakhstan and Japan. He will facilitate a general meeting of participants, to help identify "haves" and "wants" and attempt to do "matchmaking."

The 12th Annual CIS & Eastern Europe Business Forum

The symposium will take place at The Hilton Tucson East, 7600 East Broadway Boulevard, Tucson, Arizona. It will open with a reception on Thursday, October 27, at 7:30 pm. The schedule for Friday, October 28, and Saturday, October 29 is as follows:

Friday, October 28

7:30 Registration
7:30-11:00 Exhibits in Salon B
8:00 Session 1
10:00 Session 2
12:00 Lunch Break
1:00 Session 3
3:30 Session 4
4:30 Session 5
5:30 Session 6

Saturday, October 29

8:30 Session 6, continuing
10:30 Session 7

The registration fee of \$145 is to be paid by **October 12, 2005**. The full-time student registration fee is \$25. You are encouraged to register early as space is limited.

Exhibit tables are available for an additional fee of \$50.

Reservations for accommodations at the Hilton Tucson East hotel may be made by calling nationwide 1-800-445-8667, or online at www.tucsoneast.hilton.com by October 4. When calling for reservations, ask for the CIS group rooms to receive a special rate of \$95. Rooms not reserved by Sunday, October 3, may not be available.

The Hilton Tucson East welcomes you to sunny Tucson! They invite you to enjoy world class service at their award-winning hotel. Their atrium style hotel affords you the comfort of indoor corridors with the pleasure of stunning mountain views unique to Tucson, Arizona.

Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by calling 520-621-7341. Requests should be made as early as possible to allow time to arrange the accommodation.

For further information, please call 520-621-7341 or 520-298-6599 at the University of Arizona Department of Russian and Slavic Studies and ask for senior lecturer Roza Simkhovich or department head Dr. Teresa Polowy. Last minute program changes can be found on the forum web site at <http://russian.arizona.edu/annualbizconf.htm>. You also may e-mail Roza Simkhovich at roza@dakotacom.net.

Partial support for this forum has been graciously provided by:

Loews Ventana Canyon Resort, Foodpro International, Inc.,
Ridgetop Group and Ardext Technologies, Fair Winds Trading Company,
and International Affairs of the University of Arizona

CIS & Eastern Europe Business Forum October 27-29, 2005

Registration Form

☐

I agree to have my email, name, and contact information available for other participants after the Forum.

Name _____

Title _____

Institution/Business _____

Address _____

City _____

State _____ Zip _____

Office Phone _____

Home Phone (opt) _____

E-mail _____

Fax _____

____ Registration (please only one per form) \$145.00

____ Exhibit table \$50.00

____ Student Registration \$ 25.00

____ Yes, I will attend the reception on Thur., Oct.27

____ Yes, I will attend lunch on Friday for an additional \$15.00 (to be paid together with registration fee). If you would like a vegetarian dish, please check here _____

____ Yes, I will attend dinner on Friday for an additional \$25.00 (to be paid together with registration fee).

Please indicate your choice: ____ Roast Breast of Turkey, ____ Salmon Fillet

Payment information: Total Payment \$ _____

____ Check enclosed, **payable to UA Foundation**

____ Credit Card: ____ VISA OR ____ MasterCard (ONLY)

Acct # _____ Exp _____

Signature _____ Amount \$ _____

(Note: registration fees are not considered a tax-deductible contribution to the UA Foundation)

Please send this form with registration fee to:

The CIS Business Forum

Department of Russian & Slavic Studies

University of Arizona, LSB 305

PO Box 210105

Tucson, Arizona 85721-0105

Or, those paying by credit card may fax their registration sheets to: (520)626-4007